BOYCOTT TARGET CRITERIA:

1. Level of complicity (based on accuracte, convincing research that proves complicity.
2. Intersectionality (cross-movement relevance of the taget)
3. Brand recognition and media appeal (helps reach a wider audience)
4. Potential for success.

ISRAELI CORPORATIONS & BANKS

The BDS movement targest complicity, not identity. When it comes to Israeli companies, being non-complicit entails:

1. Not being implicated in Israel's military occupation, apartheid, or settler colonialism; and
2. Publicly recognizing Palestinian rights under international law, primarily the right of refugees to return in accordance with UN resolutin 194.

As far as we know, no Israeli company meets these two conditions. Accordinly, the BDS movement has called for boycotting and divesting from all Israeli companies.